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09-28-2007, 04:22 PM

#1

Anonymous

Posts: n/a

**IMS Reporting Error**

Novartis is have a conference call at 3pm to discuss an IMS reporting error. It's reported that several companies, like Novartis are effected by this error.

Can anyone comment on the error or/and which compainies that this effects?



09-29-2007, 11:06 AM

#2

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

Quote:

Originally Posted by **Anonymous**  
 Novartis is have a conference call at 3pm to discuss an IMS reporting error. It's reported that several companies, like Novartis

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Start here



are effected by this error.

Can anyone comment on the error or/and which compainies that this effects?

Abbott and Eisai are also having reporting errors



10-06-2007, 05:56 PM

#3

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

Check this link out:

<http://messages.finance.yahoo.com/St...&tof=1&f rt=2>

It's the IMS page on the Yahoo! Finance webpage (it's sort of like a chat board amongst investors---like us at CafePharma). If you ask me, I'd say that the "RXdata" guy works for IMS and is 'quelling' the investors who asked about a potential data problem at IMS.

We should not let some vendor who makes AN AWFUL LOT OF MONEY from us kill our personal bonuses/commissions and then try to lightly brush us under the carpet. I don't like this AT ALL.



10-07-2007, 07:07 PM

#4

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

It's real. Don't believe anything else.



10-08-2007, 03:45 PM

#5

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

IMS has been a joke ever since they got rid of, or let people walk away who knew something about the drug business, and how to collect and analyze data.

Dun and Bradstreet screwed up A.C. Nielsen after they bought it, and then did pretty much the same with IMS because D&B knew squat about the businesses they bought, but proceeded to interfere with them. After they created enough annoyance among the shareholders, Weissman and friends gave way to the IBM crowd, which may have made the shareholders happy (although the price of the stock hasn't really changed in 5 years) but while IBM people may know technology, they don't know anything about the drug business either.



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» Today's Top News

**What Merck  
Gains by  
Settling**

Businessweek 11/12/07

**New claim for  
Crestor pleases  
AstraZeneca**

News Journal, DE



11/12/07

**Analyst Raises  
Merck Price  
Target As Vioxx  
Settlement Is  
at Low End of  
Expectations**

Yahoo/AP 11/12/07

**Abbott  
Laboratories  
Refutes**

**Wachovia's  
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Downgrades  
Wyeth on  
Generic Threats  
to Effexor,  
Protonix and  
Zosyn**

Yahoo/AP 11/12/07

**Insulin inhaler  
idea is not to  
be sniffed at;  
although Pfizer  
has scrapped  
its project, a  
Danish firm  
reckons the  
device has a  
bright future**

Times Online, UK  
11/12/07

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Approved  
Without  
Prescription in  
U.S.**

Bloomberg 11/12/07

**New Data  
Shows GSK's  
Veramyst  
Effectively  
Treats  
Symptoms of  
Perennial  
Allergic Rhinitis**

Yahoo 11/12/07

10-09-2007, 05:42 PM

#6

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

Quote:

Originally Posted by **Anonymous**  
Novartis is have a conference call at 3pm to discuss an IMS reporting error. It's reported that several companies, like Novartis are effected by this error.

Can anyone comment on the error or/and which compainies that this effects?

Lost alot of money last year because of inaccurate data from IMS-one part of the US made all the money. Told by management it was fixed by IMS, but this year data is just as schewed..WHERE ARE THE AUDITORS-Where is accountability...?



10-25-2007, 06:32 PM

#7

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

Quote:

Originally Posted by **Anonymous**  
Novartis is have a conference call at 3pm to discuss an IMS reporting error. It's reported that several companies, like Novartis are effected by this error.

Can anyone comment on the error or/and which compainies that this effects?

So, what happened, and is there a list as to which companies were involved. As for the poster who commented on certain parts of the country doing better than others, it's the same with most. East coast is always looking worse than west coast, and west coast looks worse than the LA, ALA states that have fabulous coverage.



10-27-2007, 03:55 PM

#8

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

many big pharms from NJ were effected and anyone that totally relies on ims for calculating all data (read: small to mid-size pharma)



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10-30-2007, 01:17 PM

#9

Anonymous

Posts: n/a

**Re: IMS Reporting Error**

Quote:

Originally Posted by **Anonymous**  
*Lost alot of money last year because of inaccurate data from IMS- one part of the US made all the money. Told by management it was fixed by IMS, but this year data is just as schewed..WHERE ARE THE AUDITORS-Where is accountability...?*

It's easy to place the blame in one place...you have to realize that other stakeholders are part of the problem. There are often major errors in the information provided by retailers and even manufacturers.

Further as IMS works on increasing quality assurance and improved methodologies for projection, adjustments are sometimes required. You have to remember that the supply chain is dynamic and it falls upon IMS and other data vendors to find ways to keep up with changing IT systems, reporting methodologies, and wholesaler/retailer/manufacture reporting arrangements.

Come on guys...in this era of exponentially dynamic IT change, much of these issues are not in one stakeholder's control. When 100% data visibility is impossible, there will ALWAYS be error and the need to work together to deal with it in the most productive way.



11-06-2007, 11:11 PM

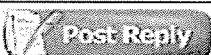
#10

Anonymous

Posts: n/a

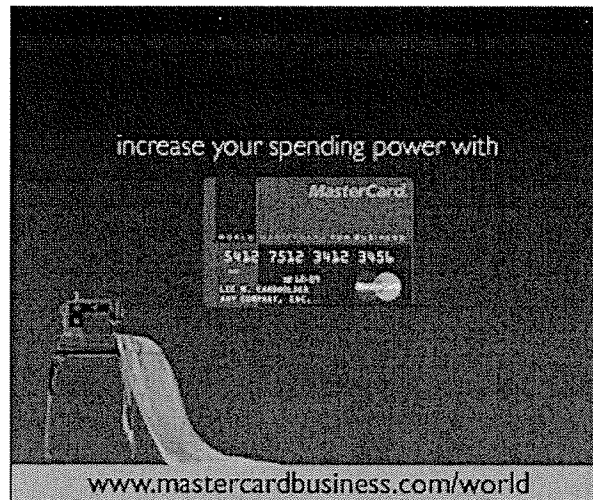
**Re: IMS Reporting Error**

This error was due to error of an input file right? Fixed so it can't happen again right? For \$\$Million per year you should have had it right the first time.



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IMS Health



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10-22-2007, 02:11 PM

#1

Anonymous

Posts: n/a

**Look at the stock!**

IMS shows largest decline in one day trading among entire NYSE - most  
quoted analysts are downgrading. Numbers have been missed; maybe  
people in pharma are getting smart and canceling, or not buying any of  
the alleged new services.  
What's your company done about IMS?



10-30-2007, 11:32 PM

#2

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**

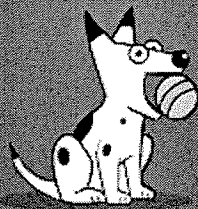
IMS shows largest decline in one day trading among entire NYSE -  
most quoted analysts are downgrading. Numbers have been  
missed; maybe people in pharma are getting smart and canceling,

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Settling**

Businessweek 11/12/07

**New claim for  
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AstraZeneca**

News Journal, DE

*or not buying any of the alleged new services.  
What's your company done about IMS?*

The market doesn't punish for fundamentals of the company alone. If there are other companies that get better returns, money will move away from the IMS stock. That doesn't mean that IMS is a bad company or having trouble.

It is difficult to move toward a consulting paradigm from a data vendor. Margins will suffer.



10-31-2007, 11:25 AM

#3

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**

*The market doesn't punish for fundamentals of the company alone. If there are other companies that get better returns, money will move away from the IMS stock. That doesn't mean that IMS is a bad company or having trouble.*

*It is difficult to move toward a consulting paradigm from a data vendor. Margins will suffer.*

Hear Hear! Very intelligent response. As I read the OP, I was about to say the same thing. IMS has gone from a high margin date business to a more consulting focused model. Further exacerbating profitability are the large number of acquisitions that must be integrated.

Obviously a very pedestrian review of the performance I would say.



10-31-2007, 01:27 PM

#4

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**

*Hear Hear! Very intelligent response. As I read the OP, I was about to say the same thing. IMS has gone from a high margin date business to a more consulting focused model. Further exacerbating profitability are the large number of acquisitions that must be integrated.*

*Obviously a very pedestrian review of the performance I would say.*

11/12/07

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Merck Price  
Target As Vioxx  
Settlement Is  
at Low End of  
Expectations**

Yahoo/AP 11/12/07

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Wyeth on  
Generic Threats  
to Effexor,  
Protonix and  
Zosyn**  
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**Insulin inhaler  
idea is not to  
be sniffed at;  
although Pfizer  
has scrapped  
its project, a  
Danish firm  
reckons the  
device has a  
bright future**  
Times Online, UK  
11/12/07

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Without  
Prescription in  
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Bloomberg 11/12/07

**New Data  
Shows GSK's  
Veramyst  
Effectively  
Treats  
Symptoms of  
Perennial  
Allergic Rhinitis**  
Yahoo 11/12/07

What's pedestrian? The first poster stated what was going on. You're giving reasons why doesn't change the fact that the stock tanked that day. Your suggestion and the previous poster's that there is nothing fundamentally wrong with the company - that it in transition - is a bit starry-eyed. Watch this stock sink even further.



11-01-2007, 10:06 AM

#5

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**

*What's pedestrian? The first poster stated what was going on. You're giving reasons why doesn't change the fact that the stock tanked that day. Your suggestion and the previous poster's that there is nothing fundamentally wrong with the company - that it in transition - is a bit starry-eyed. Watch this stock sink even further.*

It was an unbalanced comment mentioning nothing about the change to the business platform. The stock didn't "tank"...it took a hit justly so because profitability has fallen. This doesn't mean the company is in trouble. It means that it's going through change. No company can rest on one business model forever. It has to be ahead of the game.

Innovation is costly both to the bottom line and to The Street. Sure the stock will sink more, but considering that IMS is only number two next to McKinsey in biopharma consulting in billings, I guarantee you things will start looking up when they get their house in order by integrating the new operating companies.



11-01-2007, 01:57 PM

#6

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**

*It was an unbalanced comment mentioning nothing about the change to the business platform. The stock didn't "tank"...it took a hit justly so because profitability has fallen. This doesn't mean the company is in trouble. It means that it's going through change. No company can rest on one business model forever. It has to be ahead of the game.*

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Are you Ray Hill, or are you just regurgitating his PR blather?



11-02-2007, 11:08 PM

#7

Anonymous

Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**  
*Are you Ray Hill, or are you just regurgitating his PR blather?*

actually...no. What I say is fact...and is known widely and is public information that anyone who wants to with brains can figure out.



11-05-2007, 09:44 AM

#8

Anonymous

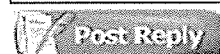
Posts: n/a

**Re: Look at the stock!**

Quote:

Originally Posted by **Anonymous**  
*actually...no. What I say is fact...and is known widely and is public information that anyone who wants to with brains can figure out.*

What anyone with brains can also figure out is that consulting is linear - x number of people times y number of hours. Nothing can come close to the high margins generated by selling the same data to large numbers of clients. Once past covering collection and processing costs, everything else falls to the bottom line. EXPANDING into consulting is one thing - moving the paradigm is quite another.





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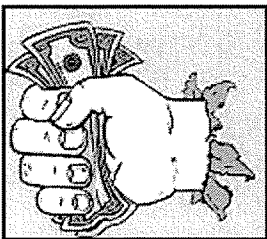
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[Par For The Course: Drugmaker Irks Investors](#) »

## Novartis Blames IMS For Its Angry Reps

October 1st, 2007 7:55 am By Ed Silverman



In recent weeks, the drugmaker began telling many of its reps that some were overpaid bonus money this summer based on faulty IMS market-share data. The move has outraged some reps, who are being asked to return the money, although others apparently will now receive more than they were initially paid. Those crying foul say the decision is ruining morale; others say they don't believe the reason given and that it may be a way to urge some to quit during a stretch in which cost-cutting is on the table.

"It's one thing if your salary is too high one month and the company seeks the money back. You know, in that case, you were overpaid. On the other hand, we depend on them to give us our commission numbers and it is expected they are correct, especially given that they have four months to get it right in terms of corrections.



Once the checks go out, I think it is unfair to expect money back. We all make life decisions such as: savings, college tuition, purchases etc. based on that check when it arrives,” writes one sales rep on [CafePharma](#), where reps are venting their anger.

Another writes: “The wrong thing to do is to keep any unearned money through the company’s error. I know some will not like this, but keeping it is like getting too much change for a purchase and not giving it back. it’s just fundamentally wrong. Conflict resolution suggests that those overpaid consider the situation in reverse. You paid too much to the company for something / anything, wouldn’t you want your money back?” Reminder: CafePharma, which some describe as an electronic bathroom wall, contains only anonymous posts. We’ll assume, for now, these are only from reps.

Meanwhile, a Novartis spokesman in Switzerland writes us this morning that “IMS is to blame for this situation, and maybe other (drugmakers) are not being as transparent with their sales forces as Novartis. The bonus payouts have been delayed for a few weeks, from mid-November until mid-December, and we proactively informed the force to keep them apprised of the situation.”

**UPDATE:** Late in the day, an IMS spokesman sent us this statement: “IMS does not comment publicly on client matters. We are committed to delivering high-quality services and continue to communicate directly with our clients regarding any issues that impact their services from IMS.” In other words, IMS didn’t deny causing the problem.

This response also leaves open this question - whether other drugmakers suffered the same problem. Perhaps, one or more have. We’ve not done a survey yet. The Novartis spokesman, meanwhile, suggests other drugmakers aren’t being transparent. Perhaps, other drugmakers aren’t asking for bonus money to be returned? Or maybe Novartis massaged the data? In any event, sales reps are unlikely to be appeased.

Tags:[IMS Health](#), [Novartis](#), [Sales Reps](#)

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## 2 Responses

1. [October 2nd, 2007 at 8:12 am](#)

### **Don’t be Too Quick to Blame IMS for Data Errors « PharmaFraud**

[...] by fraudpi on October 2nd, 2007 Yesterday I read a Post on Pharmalot regarding sales data errors; Novartis Blames IMS for Angry Reps. I assume the alleged errors were in retail prescription [...]

- 2.

October 7th, 2007 at 11:57 am

## **Novartis is More Transparent than other Drug Firms - IMS is to Blame « PharmaFraud**

[...] Silverman reported reported in his post, Novartis Blames IMS, that according to a Novartis [...]

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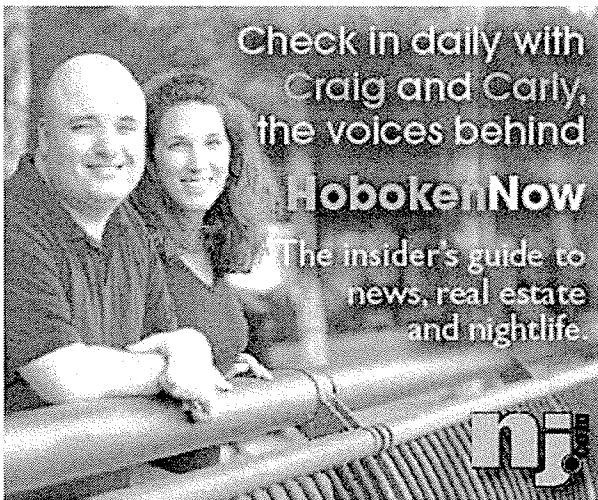
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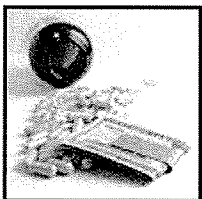


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## The IMS Mess: Merck Is Another Victim

October 17th, 2007 9:28 am By Ed Silverman



Earlier this month, we wrote how IMS data was wreaking havoc with several drugmakers that relied on the firm to calculate market share and sales rep compensation. Novartis was the most notable example, mostly because the drugmaker created a flap after telling its reps that some would have to return bonus money. But Wyeth and Lilly also had trouble, although they told Pharmalot there were no plans to ask reps to fork over any dollars.

Now, Merck can be added to the list. A spokeswoman confirms the difficulties, although the trouble with IMS data is apparently on a regional, not national level. "However, we are working closely with IMS to determine whether sub-national performance reporting corrections will be large enough to impact our various sales compensation plans," she writes us. "We expect to have corrected information from IMS in a few weeks that

will enable us to make any corrections if they prove to be necessary.” There was no word, though, on whether Merck reps will be forced to return bonuses.

Again, the IMS mess is very much a behind-the-scenes, inside baseball drama, but it’s likely to set off a scramble among data firms, such as smaller, up-and-coming operations, to fight for those lucrative and crucial pharma contracts showing market share.

Tags:[Eli Lilly](#), [IMS Health](#), [Merck](#), [Novartis](#), [Wyeth](#)

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